Wanamaker's Great Annual Sale Opens 7.30 Tomorrow Morning

THE WANAMAKER MEN'S STORE

7,498 OVERCOATS and Winter SUITS

All made for the Wanamaker Store -in Wanamaker Shops-by nine of America's best manufacturers (NO JOB LOTS)

More than 5,000 of the garments are new-just from the workrooms; the balance are our own stocks, reduced

BUY-BUY ALL YOU FEEL YOU CAN AFFORD

Looking at it from the viewpoint of our customers—with a full knowledge of conditions and of the clothing in this sale—that is the BIG message. Buy all you feel you can afford. Practically everything in the sale is at a lower price than WE shall have to pay for the same qualities for next season's selling.

"Forget your January Sale" -said one manufacturer-"put your clothing away until next winter, and you'll make a fortune."

But we can't do it. Our customers are our partners. We got tremendous advantages by preparing for this sale a year ago. And the sale will go on; and the advantage will go to our customers. Next winter must take care of itself. We have already begun to prepare for next January's sale—and what do you

Fabrics in this sale, bought a year ago at 1916 prices of \$1.62 yard, are now \$4.37 yard! Fabrics that cost us \$3 yard are \$4.50! Some fabrics we can't get at all-certain mills making staple overcoatings we like have been commandeered by the Government for the making of army clothing. Of other fabrics we can only get-at the increased prices-half the quantity we bought for

BUY ALL YOU FEEL YOU CAN AFFORD. It will be a good investment.

A MMS **Uvercoats**

Main Store, Burlington Arcade floor, New Building 208 overcoats of our \$35 grade

400 Overcoats of our	\$01.0V	KIEL					1
506 overcoats of our	\$40	grad	e				
327 overcoats of our	\$45	grad	e.,				ł
73 overcoats of our	\$50	grad	е		100		I
19 overcoats of our	\$55	grad	е				ı
11 overcoats of our	\$60	grad	e		×.		l
5 overcoats of our	\$75	grad					ļ
202 overcoats of our	\$25	grad					
386 overcoats of our			e	4.4.7		2	
407 overcoats of our	\$30	grac	e			4	
503 overcoats of our	\$32.50	grad	le				
201 overcoats of our	\$35	grad	le	* * 7	* *	×	
Lower-Pric	e Store						

Corner Eighth

183 overcoats of our \$19 grade 341 overcoats of our \$21 grade 237 overcoats of our \$22.50 grade

248 suits of our \$30 grade	\$9A 50
208 suits of our \$37.50 grade	1,379 suits
251 suits of our \$22.50 grade	\$18.50

Lower-Price Store, Broadway Corner Eighth

317 suits of our \$19	grade	\$16.50
329 suits of our \$21 153 suits of our \$22.50	gradegrade	TO OF

Formerly A. T. Stewart & Co.



No Fabric Adulteration

All the fabrics in the sale are WOOL or wool with slight mixtures of silk-we have not been able to find traces of cotton in any. We have been offered a lot of good-looking clothing that WAS adulterated. But we do not want any of that kind—we do not think our customers would like it.

No Charges for Alterations

While the range of sizes is very great, and inclusive, we shall make alterations required to suit customers, and shall make no charge for the work. Every customer must be satisfied-with cloth, color, style and fit

Hundreds of Patterns

There are hundreds of patterns to choose from, selected from thousands. Many are British fabrics—and you know how very durable they are.

27 Models in the Suits

Each vary a little-length of lapel-height of notch in collar-curvature of front of coat—lines at waist (some more fitted than others)—lines at front and back (some very straight, others conforming slightly to body lines)—shape and number of pockets—etc. There are no frills on any WANAMAKER suit. All our suits are sensibly cut, in good taste.

All Overcoats silk-lined

Staple overcoats are lined with nothing but silk, in body and sleeves. Fancy overcoats have silk yoke lining and silk-lined sleeves. . . . Staple overcoats have self or silk-velvet collars. . . All the overcoats are single-breasted—no, there are a few double-breasted oxfords in the \$27.50 group. . . . There are 3 Chesterfield models—the WANAMAKER-Chesterfield, and two models with traced-line backs. . . . And there is the metropolitan model—a good copy of the British coat that was the late King Edward's tavorite.

Sizes for Everybody

Plenty BIG sizes—42, 44, 46, in regular and stout cut. Plenty SMALL sizes—34, 35, 36. Plenty of the medium sizes-38 to 40. Plenty of longs, shorts, stouts, regulars.

Extra Service

Selling space will be increased. Sales force—tailors—fitters—inspectors—clerks to make out schedules—all will be adequate to the needs of the GREATEST SALE OF MEN'S WINTER CLOTHING (by all records made in the past, and by promise of good values in this Sale).

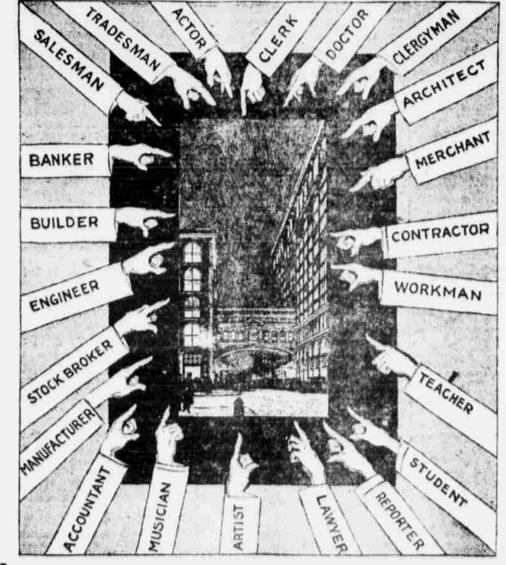
This is Every Man's Sale

Come by Interborough to Astor Place Station Come by Brooklyn Subway to 8th Street Station

Come by Broadway cars to the door Come by 4th Avenue cars to the door

Come from New Jersey

in the Hudson Tube-walk under cover at the Terminal at Cortlandt Street to the Grand Concourse-from there right into the Cortlandt Street Station of the New Broadway Subway—get off at 8th Street Station and enter from the platform right into the Store.



OUR 18TH JANUARY SALE

NOW

Sheets Pillow Cases Pillows Quilts
Blankets
Curtains, Curtainings
Embroideries, Laces White Goods Towels, Towelings

Negligese
Coreets, Petticoats
Men's Shirts
Muslin Underwear
Women's Coats
Women's Suits, Skirts
Women's Dresses urs and Fur Coats

The Pulling Power of HEARN Values Has Created the Phrase

"NO PLACE LIKE HEARN'S FOR VALUE"

These Offerings for Both Today and Tomorrow:-

18th January Sale Muslins, Sheets, Pillow Cases, Etc. Comparisons Show Our Sale Offerings Stand Out Notice-

ably as Being the Best in Town Muslins Regularly .24 Fruit of the Loom

Lonsdale...... January Sale . 171/2 Limit 20 yards -No Mail or Telephone Orders. 39-inch Unbleached Muslins-Mill lengths, 2 to 20 yds.—
our reg .13 \(\)...... Sale 9\(\)

Sheetings-by yard-standard quality-Jenuary Sale Prices, Bleached.

Worth Sais Worth Sais 42-in...30 .24 | 72-in...50 .40 | 48-in...30 .25 | 81-in...51 .43 | 64-in...36 .28 | 20-in...58 .45 | 63-in...42

Sheets and Pillow Cases Will-Wash-Heavier. Value. 43x36—31. 45x36—34. 50x38—38. 54x36—44. Sheets-Value. 54x90—1.03. 63x90—1.12. 72x90—1.28.

Hemstitched Sheets and Pillow Cases—10 and 5 cts. more respectively Extra Long Pillow Cases to 40% inches—Sheets to 3 yards long at Sale Prices.

Full Assortment of Warnsutta and New Bedford Sheets and Pillow cases at sale prices.

January Sale SPECIALS Bargains Every One

Girls' Tub Dresses Excellent gingham — large or smail plaids—also chambray— to 14 years— our reg. \$1.74......1.44

Girls' White Frocks

of sheer white fabric—daintily
trimmed with lace and embroid-

Girls' Fine White Dresses Sheer lingeris—elaborately trim'd with dainty laces and emb'ics— white ribbon sash white ribbon sash-6 to 14 yrs.-our reg. \$4.94.3.77

Brassieres Fine Corsets

White or pink coutil—medium or low bust—sizes 19 to 30—our reg. \$3.00 and \$3.50...2.10

Men's Shirts Of colored satin, striped tub silk on white grounds— sizes 13 % to 17 %— our reg. \$2.48..... Sale 2.85 Men's Shirts

Fine percales in various colored stripes on white grounds— starched cuffs—all sizes— our reg. \$1.25..........................8aie .84 Serge Dresses

Box pleated model with embroid-ered beit and white collar—navy, black, Copen, green and brown —sizes for women and misses —our reg. \$5.75......Sale G.74 Taffeta Petticoats Newest colors, including black and changeables—a variety of attractive flounces, fitted bands—our reg. \$3.33....2.77

Black Sateen Petticoats Black Silk-a-taff Petticoats

Extra Large Petticoate Of silk taffeta, in black or new changeables—attractive flounces in several styles—fitted bands—our reg. \$4.38....3.86

Embroidery Flouncings 6 to 40 inch—large selection of patterns, including dainty ruffled effects—our reg. 47.37 Dainty Embroideries

Doylies imitation Cluny or filet pattern, lace trimmed—our reg. 16. .11

MORNING SPECIALS—Today and Tomorrow, Until 1 P. M. 1.18, \$1.97 Little Tota' White Dresses 1.47 \$1.47 and \$1.74 Crepe de Chines . .

Strong, serviceable quality—stre and avening shades, also black. BILKS MAIN FLOOR. Variety of models, with lace and emb'y-sizes to 6 yrs. INFANTS DEST. - SECOND PLOOR, 64 ct. Black Corduray ... 32 inch. Medium round cord. BLES-MAIN FLOOR, Plaid and striped ginghams—new models—5 to 14 yrs. GIRLS DRESSES—SECOND FLOOR.

\$1.37 All Wool Epingles .. to inche small poplin weave-brown Heighin blue, clive, myrtle, prune, Burgundy, navy and black Dithes Goode Mall Pictor. \$29.00 Seamless Velvet Rugs...... 23.50 hall ft -rich Oriental medallions and small figure designs. RUGS-THIRD PLOOR. 48 ct. White Gabardines 50 and 60 ct. Cretonnes Yard wide—repp and linene— large assortment of chints, Ori-ental designs and stripes. UPROLETERY—BASEMENT, 25 ct. Outing Flannels.

yard wide—assortment of pink uprocarring and stri track wide—assortment of pink uprocarring—Basi and stri track with the stripes.

WASH DRESS FABRICS—BASEMENT. \$4.50 Marseilles Speeads.... patterns spreads—BASEMENT. 45 ct. Silk Mixed Crepe de Chines.... MASH DEESS PARKICS-PASEMENT. 14 ct. Dish and Roller Toweling ...

94 ct. and \$1.17 Flannelette or Crepe Kimonos 88
Flower-d airaight or elastic belt
models self or conteast trim's notes budeses second floor.

Broadway at Ninth.

New York.

Blue borders—firm weaves.

TOWELINGS—Main FLOOR.

EVERYTHING ADVERTISED IN SUNDAY'S PAPERS ON SALE TODAY AND TOMORROW